



HALEKULANI APPOINTS GEOFF PEARSON AS NEW DIRECTOR OF SALES

FOR IMMEDIATE RELEASE

HONOLULU (August 12, 2008) – Halekulani is pleased to announce the appointment of Geoff Pearson as Director of Sales for the world-renowned 455-room luxury hotel. Pearson most recently served as Director of Sales for the *Mauna Lani Bay Hotel & Bungalows* on the Big Island of Hawaii. He will be responsible for managing Halekulani's sales division and global strategic sales initiatives.

"We are confident in the expertise and leadership of Geoff Pearson," said Jim Pedone, Vice President of Sales, Halekulani Corporation. "He embodies a sincere understanding and appreciation of cultural and luxury tourism unique to these islands, while having international foresight on the industry's evolving challenges and opportunities."

Pearson joins Halekulani with extensive experience in operations and sales for Sheraton Princeville Hotel (Kauai), Sheraton Palace Hotel (San Francisco) and Sheraton Princess Kaiulani (Oahu), in addition to Mauna Lani Bay Hotel. Pearson resides on Oahu with his wife Nalani and sons, Robert (18) and Russel (13).

Media Note: Official Headshot of Geoff Pearson is available. Please contact Erika Kauffman, Director of Public Relations at erika.kauffman@halekulanicorp.com or at (808) 535-0623.

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About Halekulani

Consistently ranked among the world's best hotels, Halekulani is a member of The Leading Hotels of the World and Okura Hotels & Resorts, two exclusive organizations pursuing service excellence and standards of the highest quality. *Travel + Leisure* ranked Halekulani as #1 hotel in Oahu and #19 worldwide in 2007; while naming the *Vera Wang Suite at Halekulani* one of the 50 most romantic destinations in the world. Also in 2006, the three year-old *SpaHalekulani* was named a "Leading Spa of the World" and the #2 best resort spa in North America by Conde Nast Traveler. Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages Waikiki Parc Hotel. For reservations and information contact your travel planner or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani's website at www.halekulani.com.

For Further Information:

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